



WKMG

# ORDER

Print Date 10/10/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 257673 /  
Original Date / Revision 10/10/12 10/10/12  
Advertiser POL/RPOF 3 PACK//R/STR/F

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Product RPOF/HUK, GAE, GARD.

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1926

Alt Order # 06297588

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 33250

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$25,542.50	\$30,050.00	0.00	10/01/12	10/28/12	23	\$25,542.50	\$30,050.00
November 2012	4	\$2,720.00	\$3,200.00	0.00	10/29/12	10/29/12	4	\$2,720.00	\$3,200.00
Totals	27	\$28,262.50	\$33,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WKMG	10/23/12	10/26/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$1,000.00		0.00			
E 3	WKMG	10/23/12	10/28/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFSS	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTFSS		6				\$1,500.00		0.00			
E 9	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$2,500.00		0.00			
14	WKMG	10/29/12	10/29/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



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Contract / Revision **257673** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF/HUK, GAE, GARD.**

Estimate # **1926**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
14	WKMG	10/29/12	10/29/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$1,000.00		0.00		
E 15	WKMG	10/29/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00		
16	WKMG	10/23/12	10/26/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	8	\$350.00	P-2	0.00 NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-TWTF--					8	\$350.00		0.00		
21	WKMG	10/27/12	10/27/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----S-	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$650.00		0.00		
22	WKMG	10/27/12	10/27/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----S-	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00		
23	WKMG	10/27/12	10/27/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$1,100.00		0.00		
24	WKMG	10/29/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					2	\$350.00		0.00		
28	WKMG	10/28/12	10/28/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----S	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$9,000.00		0.00		
													Totals	27 \$33,250.00